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(74) Agents: SPAARGAREN, Jerome et al.; R.G.C. Jenkins & Co., 26 Caxton Street, London SW1H 0RJ (GB).

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(71) Applicant (for all designated States except US): **ZYGON SYSTEMS LTD.** [GB/GB]; Fourth floor, Jessica House, Red Lion Square, 191 Wandsworth High Street, London SW18 4LS (GB).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **SHAN-THARUBAN, Wijeyaratnam** [LK/GB]; 137 Gorringe Park Avenue, Mitcham, Surrey CR4 2DL (GB). **LAN-DALE, Peter, David, Roper** [GB/GB]; Bankhead, Dalswinton, Dumfries DG2 0XY (GB).

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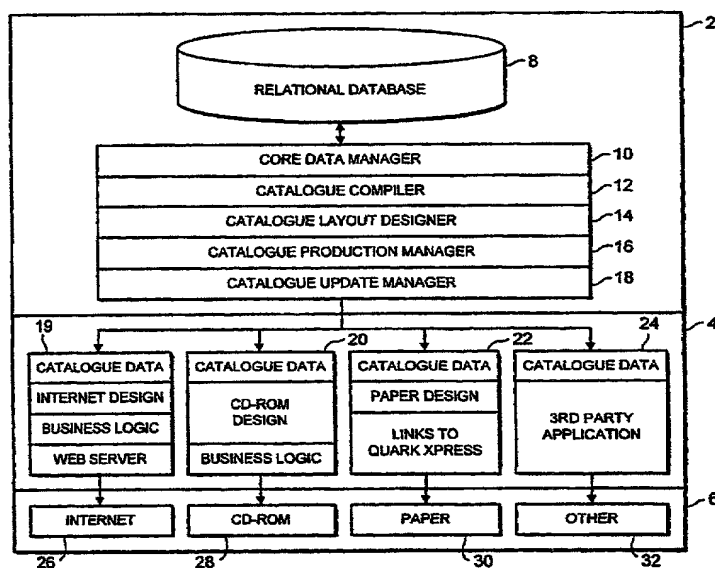
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(54) Title: PRODUCT CATALOGUE PRODUCTION SYSTEM



(57) Abstract: A product catalogue production system comprising a data storage means for storing product data in the form of product codes and associated product attribute data items, said data storage means having a data structure allowing a plurality of product attribute data items to be associated with a product code, said data structure structuring the product data, when a plurality of product attribute data items are associated with a given product code, in the form of a plurality of product data records each including the given product code and an associated product attribute data item.

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